


**Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims**

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1. (previously presented) A livestock identification tag assembly comprising:
    - (a) a heat seal laminate comprising:
      - (i) a first facestock having an upper surface and a lower surface;
      - (ii) a heat-activatable layer having an upper surface and a lower surface, wherein the upper surface of the heat-activatable layer is adhered to the lower surface of said facestock; and
    - (b) a flexible polymeric substrate, having an upper surface; wherein the lower surface of the heat-activatable layer of the laminate is bonded to the upper surface of the substrate; and
    - (c) identifying indicia positioned between the heat-activatable layer and the flexible substrate.
  2. (original) The livestock identification tag assembly of claim 1 wherein said facestock comprises a single-layered construction.
  3. (original) The livestock identification tag assembly of claim 1 wherein said facestock comprises a multi-layered construction.
  4. (original) The livestock identification tag assembly of claim 1 wherein said facestock comprises a polymeric film.
  5. (original) The livestock identification tag assembly of claim 1 wherein said facestock comprises a polyvinyl chloride film.

6. (original) The livestock identification tag assembly of claim 1 wherein said heat-activatable layer comprises a heat-activatable adhesive or thermoplastic film selected from the group consisting of polyolefins, polyamides, polyester copolymers, polyurethanes, ionomers based on sodium or zinc salts of ethylene methacrylic acid, polyacrylonitriles, ethylene-vinyl acetate copolymers, ethylene methacrylic acid, ethylene methyl acrylate, ethylene acrylic acid, ethylene ethyl acrylate and mixtures of two or more thereof.

7. (original) The livestock identification tag assembly of claim 1 wherein the substrate is comprised of polyurethane.

8. (original) The livestock identification tag assembly of claim 1 wherein the identifying indicia comprises a printed layer on the lower surface of said heat-activatable layer.

9. (original) The livestock identification tag assembly of claim 1 wherein the identifying indicia comprises a printed layer on the upper surface of the substrate.

10. (currently amended) The livestock identification tag assembly of claim 1 wherein ~~the identifying indicia comprises a radio frequency identification device~~ is attached to the flexible polymeric substrate or to the heat-activatable layer.

11. (original) The livestock identification tag assembly of claim 1 wherein the heat seal laminate further comprises a carrier layer overlying the upper surface of the facestock.

12. (original) The livestock identification tag assembly of claim 11 wherein the carrier layer is adhered to the upper surface of the facestock by a laminating adhesive layer.

13. (original) The livestock identification tag assembly of claim 1 wherein the heat seal laminate further comprises a detach layer adhered to the lower surface of said heat-activatable layer.

14. (original) The livestock identification tag assembly of claim 1 wherein the heat seal laminate further comprises a second facestock layer having an upper and lower surface, wherein the lower surface of the second facestock layer is bonded to the upper surface of the substrate, and wherein the first facestock overlies the second facestock layer and the heat-activatable layer is adhered to the second facestock layer.

15. (original) The livestock identification tag assembly of claim 14 wherein the heat seal laminate further comprises a radiation curable adhesive layer overlying the second facestock layer.

16. (original) The livestock identification tag assembly of claim 14 wherein the upper surface of said second facestock layer is imprinted with identifying indicia.

17. (original) The livestock identification tag assembly of claim 14 wherein the said second facestock layer is bonded to the upper surface of the substrate by a second heat-activatable layer.

18. (original) The livestock identification tag assembly of claim 16 wherein identifying indicia, different from the identifying indicia printed on the second facestock, is positioned on the upper surface of the substrate.

19. (original) The livestock identification tag assembly of claim 1 further comprising a tie layer between the heat-activatable layer and the first facestock layer.

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41. (new) A heat seal laminate comprising:  
a facestock having an upper surface and a lower surface;  
a heat-activatable layer adhered to said lower surface of said facestock;  
a laminating adhesive overlying said upper surface of said facestock;  
a carrier layer adhered to said laminating adhesive;

the heat-activatable layer having an upper surface and a lower surface, the upper surface of the heat activatable layer being adhered to said lower surface of said facestock,

a layer of ink or graphics printed on the lower surface of the heat-activatable layer;

a detach layer having an upper surface and a lower surface, the upper surface of said detach layer adhered to the lower surface of the heat-activatable layer; and

a layer of ink or graphics printed on the lower surface of said detach layer.

Fig. 5